



MINUTES

MERCHANTVILLE HISTORIC PRESERVATION COMMISSION
Borough Hall, 1 West Maple Avenue, Merchantville, NJ 08109
Tuesday, March 3, 2020, 7pm

- 1. CALL TO ORDER.** The meeting was called to order at approximately 7:10 pm by the Vice Chairman. Mr. Waldron recited the various ways how the meeting was being held in accordance with the open public meetings act.
- 2. PLEDGE OF ALLEGIANCE.** All persons present stood for the pledge of allegiance.
- 3. ROLL CALL.** The following persons were present. Ms. Wuebker and Mr. Asselta were also present.

Class C	Class B	Class C	Class A	Class C	Class C, Alt.	Class C, Alt.
Regina Lovelidge	Maureen McLoone	Jennifer Taylor	Shawn Waldron	Nathan Weiner	R. Taylor Ruilova	
X		X	X		X	

4. OLD BUSINESS.

Ms. Lovelidge made a motion to adopt December 3, 2019 mtg minutes, which was seconded by Mr. Ruilova. Ms. Lovelidge, Ms. Taylor, and Mr. Waldron voted in favor of meeting minutes and Mr. Ruilova abstained. Later, Mr. Ruilova made a motion to rescind the adoption of the December minutes, as it was determined that a quorum was not present from that meeting. The motion was seconded by Ms. Taylor and all members present voted in favor of it.

Members decided to table January meeting minutes agenda item because not ready yet.

5. NEW BUSINESS.

- HPC#2020-3-1 Javi's Gravy Sauce for Dogs, 177 S Centre Street, Michiko Quinones
Building Face Sign, Door Glass Sign, Sign Replacement on Freestanding Sign

Andy Bordi, the sign contractor who is located at 124 Woodlawn Ave, was sworn in.

He proposes to fabricate one single-sided MDO sign for wall, another vinyl sign on door glass, and two small directory signs, adding name plate to sign.

Mr. Asselta says that meets the maximum size requirements. The plaques are going to replace existing plates on freestanding sign. There is a non-conformance in the open space under the sign, but it is a pre-existing non-conforming condition. The only question is the pictures of the dogs. The Ordinance says you can have a trademark, logo, or iconography. There are other instances where the Board did not allow photographs, most recently with Desi Food Junction. A Board member discussed that this may be considered different because it is incorporated into the sign itself.

Mr. Bordi explained that the applicant has dog gravy for dogs. The back of their bottles has a cartoon version of the dogs with a green starburst around it. He said that the applicants want to make sure that people realize that its dog gravy, not people gravy. Mr. Bordi was trying to improve upon the artwork that is currently on their labels. It started out as two separate photos that he put together and enhanced them and then added artwork (pawprints) to the background. He tried to make it look more like a painting.

A board member asked if it could be made to be more like a logo and less photo realistic. Concern is about other applicants down the road who may want to have a picture of a plate of food. Mr. Bordi said he can use a digital effect to make it look more like a painting. As you get closer, you'll see the effect more, that will look like artwork.

There was a discussion that there is an opportunity to distinguish this from other applicants in that this is also similar to their labels - - part of their branding.

Mr. Asselta discussed the definition of iconography from Merriam dictionary and gave the example as a heart being universal symbols for love.

Mr. Ruilova made a motion to approve HPC Application #2020-3-1 as submitted with the following modification that the dog logo inside the oval will be amended to be more akin to an artistic rendering than a photo realistic picture, which will be submitted to Ms. Wuebker for distribution to and polling of individual board members. There will be no need to come back if there is no objection from board members. If there are objections, the applicant will need to come back to the Board. Ms. Lovelidge seconded the motion. All members present voted in favor of the motion.

b. HPC#2020-3-2 Aradia's Treasure, 19 N Centre Street, Debra Branda Canady
Perpendicular Overhanging Sign

The only question is whether the sign will be located no more than 3' from structure. In the past, the HPC measured it from the furthest out projection – here the store windows, which seems fine. There is a small hanging sign on the front door. The ordinance requires the door sign to be applied to the glass. A board member suggested that the small sign be moved into the window interior instead.

Mr. Ruilova made an application to approve the proposed overhanging sign, as submitted, which was seconded by Ms. Taylor. All members present voted in favor of it.

c. Secretary Position.

Mr. Ruilova made a motion to appoint Mr. Waldron as the secretary, with the understanding that the secretarial duties will be rotated each meeting, so that all members take a turn. Ms. Taylor seconded the motion. All members present voted in favor of it.

6. Professional Comments

There was a procedural discussion about an upcoming application that requires Joint Land Use Board review.

Ms. Taylor made a motion to adjourn, which was seconded by Ms. Lovelidge at approximately 7:50pm.